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April 30, 2018

Michael Burton
Fairfax County Department of Planning and Zoning, Planning Division
12055 Government Center Parkway, Suite 730
Fairfax, Virginia 22035-5500

Re: Landmark HHH LLC – Plaza at Landmark Shopping Center (Updated)
Lincolnia Planning District Study
Tax Map Number 72-4 ((1)) 3

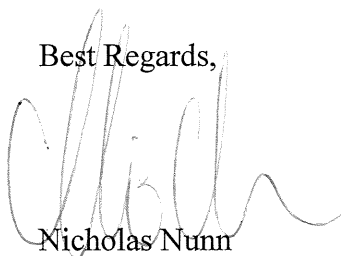
Dear Mr. Burton:

This is the updated version of the Plaza at Landmark Shopping Center nomination we discussed. Enclosed please find the following:

- 1) Comprehensive Plan Changes Nomination Form.
- 2) Proposed Amendment to Comprehensive Plan Recommendations.

Thank you for your consideration of this request. Please let me know if you have any questions or require additional information.

Best Regards,



Nicholas Nunn

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Submission Form for Comprehensive Plan Changes

To propose a change to the Lincolnia Planning District Comprehensive Plan within the Lincolnia Community Business Center (CBC), complete this form detailing the proposal. See the map on page 4 of this form for the Lincolnia CBC boundary. *A call for proposals in areas outside of the CBC will be scheduled at a later date.* Anyone may submit a proposed change. All submissions will be published online for public review. Submissions will be accepted beginning March 19th, 2018 through April 30, 2018. Initial review of proposed changes will begin after the submission process closes in late April. Detailed review of proposed changes for the Lincolnia CBC will occur as part of Phase III.

1. Proposal Type (choose one)

☒

Site Specific

☐

Area-wide Topic/Policy (Lincolnia CBC)

2. Subject Property Information (for site specific proposals)

Identify general location, street address, or Tax Map parcels, if available.

a) General Location: Property is located to the northwest of the I-395/Little River Turnpike interchange

b) Street Address: 6244 Little River Turnpike, Alexandria, Virginia 22312

c) Tax Map Parcel Numbers: 72-4 ((1)) 3

For tools to find this information, visit the Department of Tax Administration website or the Fairfax County Digital Map Viewer.

d) Identify total aggregate size of all subject parcels in acres or square feet: 22.67

For tools to find this information, visit the Department of Tax Administration website.

e) Do you own or represent the owner of the subject property?

☒

Yes

☐

No

If you answer "no", please describe your relationship to the subject property:

3. Proposed Amendment to Comprehensive Plan Recommendations

a) (Site-specific proposals) Describe the proposed change and how it would modify the current Plan recommendations. For proposed land use changes, explain the character and type of proposed development. The potential development could be described in

Lincolnia Planning District Study

terms of land use floor area ratio (FAR) or dwelling units per acre. Building height or size may also be used to convey scale. Additional information may be emailed to project manager Michael Burton Michael.Burton@fairfaxcounty.gov.

see attached

- b) (Area-wide proposals) Describe the proposed change and why it should be addressed at an area-wide level within the Lincolnia Planning District Comprehensive Plan.

n/a

- c) (Site-specific and Area-wide proposals) Provide justification for the proposed amendment. Describe how the proposal meets any of the following criteria and why the proposal should be included. Check all that apply.

- ☒ Address emerging community concerns or changes in circumstance
- ☐ Respond to actions by others, such as Federal, State, or adjacent jurisdictions
- ☒ Advance major policy objectives, such as promoting environmental protection, fostering revitalization of designated areas, supporting economic development, preserving open space, providing affordable housing, or balancing transportation infrastructure and public facilities services with growth and development
- ☒ Better implement the Concept for Future Development
- ☐ Reflect implementation of Comprehensive Plan guidance through zoning approvals
- ☐ Respond to or incorporate research derived from technical planning or transportation studies
- ☐ Other

Explanation for (c). Additional information may be emailed to project manager

Michael Burton Michael.Burton@fairfaxcounty.gov

see attached.

Lincolnia Planning District Study

4. Contact Information

a) Name (required):

David R. Gill, Esquire, Agent for Landmark HHH LLC

b) Daytime Phone (required):

703-712-5039

c) Street Address:

1750 Tysons Boulevard, Suite 1800, Tysons Virginia 22102

d) Email:

dgill@mcguirewoods.com

Submit the completed form to staff by mail, email or in-person at a Lincolnia Planning District Study task force meeting:

Fairfax County Department of Planning and Zoning, Planning Division

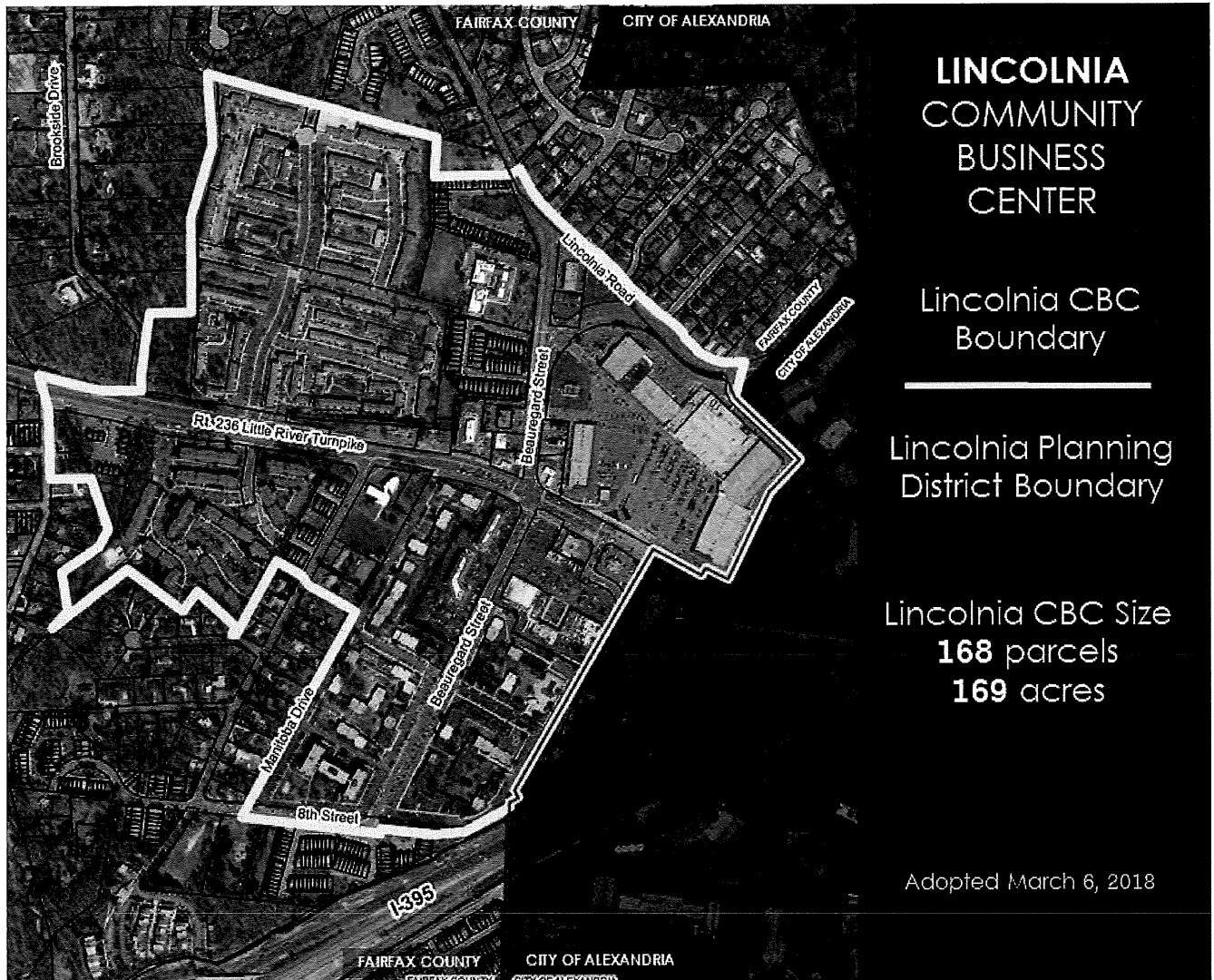
12055 Government Center Parkway, Suite 730

Fairfax, Virginia 22035-5500

Please contact project planner Michael Burton with questions: 703-324-1380,

TTY 711 (Virginia Relay) - Michael.Burton@fairfaxcounty.gov

Lincolnia Planning District Study



Lincolnia Planning District Study
Submission Form for Comprehensive Plan Changes Attachment

Plaza at Landmark Shopping Center

Landmark HHH LLC
Tax Map Number 72-4 ((1)) 3
April 30, 2018

This submission is filed on behalf of Landmark HHH LLC, the Owner of the Plaza at Landmark Shopping Center (“Owner”).

As the community knows well, the Plaza at Landmark is an auto-oriented, 23-acre shopping center that is prominently located at the confluence of Little River Turnpike, Beauregard Street, and I-395. While the Shopping Center, originally built in 1967 and largely unchanged since then, continues to function as an active grocery anchored retail center, there are a number of near and medium-term factors that justify re-examining the long-term vision for the site.

Since construction of the Shopping Center, the nature of retail has evolved considerably in response to technological change (most notably online retailing such as Amazon, but also including ride-sharing, the rising prevalence of the “gig” economy, and rising percentage of meals prepared outside the home). This impact is reflected in the challenges facing many large, traditional retail tenants, etc. Sears, JC Penny, etc. and trickles down to shopping centers in the form of less demand for traditional retail space and more demand for the “right” retail environment, which includes a combination of experiences, services, and vibrant, community atmosphere rather than the traditional brick and mortar construct.

Thus, our long term goal is to ultimately transform an auto-oriented, single-use shopping center into a community-oriented neighborhood, focused on an enhanced-transit community lifestyle. We believe this gives the Shopping Center the best opportunity to achieve the goals of the community while responding to larger retail trends. Because of the scale of the property and its prominent gateway location, we believe there is an extraordinary opportunity to explore the introduction of residential use and create a more vibrant and viable mix of uses to ensure the vitality of the community for decades to come. As importantly, we believe this approach is key to resolving circulation issues in the community moving forward because these transportation improvements will necessarily require an increase in permitted density to attract private investment and greater density will further enhance the mixed-use, community-oriented vision for this site.

Because the site is highly strategic and represents a unique opportunity to transform a dated and aging auto-oriented shopping center into a viable community-oriented neighborhood, we do not have a preconceived notion of density or use – rather our goal is to create a true sense of place to serve as a cornerstone for the Lincolnia community while solving the circulation issues plaguing the area. In furtherance of this goal, we are willing to bring in our architect and

host a community charrette to ensure the community's vision is incorporated in the Plan language for the site.

Our proposal is for a strong, mixed-use framework organized around improving circulation for the community as a whole, while creating pedestrian plazas and connectivity that creates a sense of place. We welcome feedback from the community to help shape the appropriate Comprehensive Plan language (including use and density) to achieve this framework.